

**AMENDMENTS TO THE CLAIMS**

Claims 1-99 (Cancelled)

100. (New) A system for forecasting the value of business tangible elements of value, intangible elements of value, real options and combinations thereof after user specified changes, comprising:

- (a) processing means for processing data;
- (b) storage means for storing data;
- (c) first means for obtaining data related to the value of the business enterprise, the business enterprise having one or more tangible or intangible elements of value contributing to the value of the business enterprise, one or more real options contributing to the value of the business and the value of the business enterprise including a revenue component, an expense component and a capital component;
- (d) second means for calculating, for each one of the tangible or intangible elements of value, a vector characterizing performance of the tangible or intangible element of value of the business enterprise; where said means further comprises means for combining composite variables, transaction averages, time lagged transaction ratios, time lagged transaction trends, time lagged transaction averages, time lagged transaction data, transaction patterns, geospatial measures, relative rankings, link counts, frequencies, time periods, average time periods, cumulative time periods, rolling average time period, cumulative total values, period to period rates of change to calculate the vector;

(e) third means for calculating the real option category of value, the revenue, expense and capital components of the value of the business enterprise;

(f) fourth means for determining, for each one of the tangible or intangible elements of value, a percentage of the real option category contributed by the tangible or intangible element of value, a percentage of the revenue component contributed by the tangible or intangible element of value, a percentage of expense component contributed by the tangible or intangible element of value and a percentage of the capital component contributed by the tangible or intangible element of value;

(g) fifth means for calculating a value for each of the tangible or intangible elements of value of the business enterprise based on the revenue, expense and capital components of value and the real option category of value of the business enterprise and the percentages of the revenue, expense, capital and real option category contributed by the tangible or intangible elements of value;

(h) sixth means for displaying the values;

(i) seventh means for user modification of, for each one of the tangible and intangible elements of value, selected one or ones of the value drivers that drive the value of the business enterprise;

(j) eighth means for calculating a value for each of the tangible or intangible elements of value of the business enterprise based on the value of the business enterprise and the percentage of the value contributed by the tangible or intangible elements of value after user modification; and

(k) ninth means for displaying the new value.